

# KASASA®

## **Kasasa Loan™ Receives Honorable Mention in the 2018 *BankNews* Innovative Solutions Awards**

*Honorable mention spotlights company's transformative,  
cutting-edge loan for consumers*

**AUSTIN, Texas, Nov. 06, 2018** – [Kasasa®](#), an award-winning financial technology and marketing technology provider, announced today that it received an honorable mention for its Kasasa Loan™ in the Digital Banking Solution category of the [BankNews Innovative Solutions Awards](#).

Each year, the Innovative Solutions Awards, sponsored by *BankNews* magazine, recognizes companies that have introduced or significantly enhanced products designed to help financial institutions become more efficient, expand their capabilities and, ultimately, better serve their customers. Voting for the 2018 Innovative Solutions Awards was conducted online between Aug. 15 and Sept. 28 and was open to all banking professionals.

Since the company's founding, Kasasa has earned consistent recognition for its disruptive retail banking products and services that empower community financial institutions, including its Kasasa reward accounts, responsive websites, data-driven marketing platform, world-class consulting and now the revolutionary Kasasa Loan.

The Kasasa Loan is the first and only loan to offer take-backs™, which allow consumers to pay ahead to reduce debt, and take that extra back if they need it. This innovative idea reinforces positive financial decisions like paying off debt early by eliminating the fear of parting with 'extra money.' The original idea came to fruition following a [study by Kasasa](#) exploring consumers' wants and needs. Of the respondents, 76 percent across all demographics believed they would withdraw money at least once during the life of their loan, if a take-back feature was possible.

The Kasasa Loan also features a sleek mobile app that provides borrowers more transparency and control over their loan. Borrowers can manage their loan, make payments and withdraw from their take-back balance in mere seconds. The ability to visualize the impact of payment changes before they make them encourages better financial decisions.

"For the first time in history, there is finally a loan product that puts the borrowers first," said Gabe Krajicek, CEO of Kasasa. "Community financial institutions can now offer customers unparalleled flexibility, transparency and the confidence to be financially responsible. Moreover, this empowers these community institutions to take back banking by offering something inventive, unique and good for the consumer, and being recognized by *BankNews* attests to this."

### **About Kasasa®**

Kasasa® is an award-winning financial technology and marketing technology provider. Based in Austin, Texas, with 400 employees, Kasasa® helps more than 800 community financial institutions establish long lasting relationships with consumers residing in their local markets through its branded retail products, world class marketing capabilities, and expert consulting. The company

reinvented checking and is now reinventing lending through its latest patent-pending offering, Kasasa Loans™. Learn more about Kasasa®'s innovative products and services:

[Reward Checking Accounts](#)

[Kasasa Loan™ – The only loan with take-backs](#)

[Marketing & Technology - Connect](#)

[Websites That Sell](#)

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For more information, please visit [www.kasasa.com](http://www.kasasa.com), or visit them on Twitter [@Kasasa](#), [Facebook](#), or [LinkedIn](#).

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